

REF HEADLINE# 6297439  
\*\*\* ORIGINAL REV#0 \*\*\*

REF: TEL# 703-516-9399  
CREDIT ADVISORY: AGENCY  
ORDER WORKSHEET

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP

AUG24/12 15.24  
\*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME POLI/C MACK/R/SEN/EL

AGY # AGY. NAME MCLAUGHLIN & ASSOCIATES

566 SOUTH ROUTE 303

BLAUVELT, NY 10913

REP. # OFF. # SALESMAN #

BUYER NAME MARIANNE CAMPBELL

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6297439

CLASS: NATL. LOCAL REGIONAL

PRDCT FRNDS OF CONNIE MACK EST# COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG28/12 AUG30/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE AUG24/12 15.24

REP: NEW ORDER

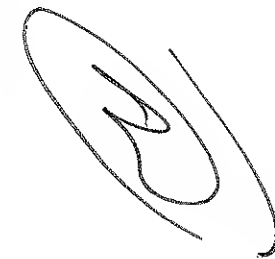
TTL 7200 @ 6X

PLS CFM

THANKS, MIKE FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH TN ADVANCE SCHEDULE \*\*\*\*\*

FRIENDS OF CONNIE MACK



AM  
9/21

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS/WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|-------------|------|-----|------|------------|----------|---------|-----------|------|-----------|
|-------|-----|----|-------------|------|-----|------|------------|----------|---------|-----------|------|-----------|

|   |  |  |           |    |  |            |      |      |   |  |       |   |
|---|--|--|-----------|----|--|------------|------|------|---|--|-------|---|
| 1 |  |  | 600A-700A | 30 |  | \$1,000.00 | 8/28 | 8/30 | 3 |  | TU-TH | 3 |
|---|--|--|-----------|----|--|------------|------|------|---|--|-------|---|

PROGRAM : 6A NEWS  
CON COM1: 6A NEWS

|   |  |  |           |    |  |            |      |      |   |  |       |   |
|---|--|--|-----------|----|--|------------|------|------|---|--|-------|---|
| 2 |  |  | 700A-900A | 30 |  | \$1,400.00 | 8/28 | 8/30 | 3 |  | TU-TH | 3 |
|---|--|--|-----------|----|--|------------|------|------|---|--|-------|---|

PROGRAM : TODAY SHOW  
CON COM1: TODAY SHOW

SEP/12 \$7,200.00

CONTRACT TOTAL \$7,200.00  
TOTAL SPOTS 6

8/29/12 FCC (25)

REP HEADLINE# 6297439  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG24/12 15.24  
 \*\*\* WFLA-TV \*\*\*

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|-------------|------|-----|------|------------|----------|----------|-----------|------|-----------|
| 1     |     |    |             |      |     |      |            |          |          |           |      |           |

MARKET TOTALS \$20,571 WFLA 35% WFTS 15% WTSP 10% WTVT 40% WTOG 0% WTTA 0% WMOR 0%  
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

SHARES ESTIMATED

SVC- NSI BOOKS- NOV/11

DEMOS- RA35+\*

REP HEADLINE# 6297439  
 \$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399  
 CREDIT ADVISORY: AGENCY  
 ORDER WORKSHEET

FAX# 703-516-9680  
 CREDIT RISK !!!  
 HARRIS REPORT FROM REP  
 \*\*CHANGES\*\*  
 AUG27/12 10.47  
 \*\*\* WFLA-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/C MACK/R/SEN/FL REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
 AGY # \_\_\_\_\_ AGY. NAME MCLAUGHLIN & ASSOCIATES BUYER NAME MARIANNE CAMPBELL

566 SOUTH ROUTE 303 SALES PRSN WA- MEGHAN MCGARR (H)  
 BLAUVELT, NY 10913

ORDER # \_\_\_\_\_ CONTRACT # 6297439 CLASS: NATL. LOCAL REGIONAL

PRDCT FRNDS OF CONNIE MACK EST#432 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG28/12 AUG30/12 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE AUG27/12 10.47

REP: UPDATED ACCURATE EST. #  
 TTL SAME  
 PLEASE CONFIRM  
 THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 FRIENDS OF CONNIE MACK

| LINE# | REP   | CD | TIME PERIOD | LGTH | SEC | RATE | START | END  | SPTS | WEEK | DAYS | TOTL |
|-------|-------|----|-------------|------|-----|------|-------|------|------|------|------|------|
| :     | LINE# | :  | :           | :    | :   | :    | DATE  | DATE | /WK  | INVT | :    | SPTS |

AGENCY ADVERTISER CODE =  
 AGENCY PRODUCT CODE =  
 AGENCY EST# = 432

NO BUYS TO PRINT

SEP/12 \$7,200.00

CONTRACT TOTAL \$7,200.00  
 TOTAL SPOTS 6

| LINE#   | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|---------|-----|----|-------------|------|-----|------|------------|----------|----------|-----------|------|-----------|
| : LINE# | :   | :  | :           | :    | :   | :    | DATE       | DATE     | : /WK    | INVT      | :    | : SPTS    |

MARKET TOTALS \$20,571
WFLA 35%
WFTS 15%
WTSP 10%
WTVT 40%
WTOG 0%
WTTA 0%
WMOR 0%
WMOX 0%
WXPX 0%
WWSB 0%
CABL 0%

SHARES ESTIMATED

SVC- NSI BOOKS- NOV/11
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

McLaughlin & Associates - NY  
566 South Route 303  
Blauvelt NY 10913

Connie Mack/ R/ Senate/ FL  
Submission Number 756 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

|   |   |   |
|---|---|---|
| <b>Client:</b> Connie Mack/ R/ Senate/ FL   | <b>Submission Cost:</b> 7200            | <b>Campaign Ref:</b> E:120827001        |
| <b>Buyer:</b> ..                            | <b>Client/Product/Estimate:</b> / / 432 | <b>Sales Rep:</b> HRP Washington, DC    |
| <b>Schedule Dates:</b> 08/27/12 to 09/02/12 | <b>Weeks:</b> 1                         | <b>Order Ref:</b> 06297439              |
| <b>Est./PO Number:</b> 06297439             | <b>Contract type:</b> Political         | <b>Business Type:</b> POLITICAL         |
| <b>Associated Copies:</b> No                |   | <b>Business Category:</b> Transactional |

|                                      |                            |  |
|--------------------------------------|----------------------------|--|
| <b>Product:</b> Fmnds Of Connie Mack | <b>Booking Group:</b> WFLA | <b>Key Market:</b> Tampa-St Petersburg, FL |
| <b>Demographic:</b> (L) Household    | <b>Order:</b>              |  |

| Ref  | Sales Product Details       | Rev Type | Rate | Spot Type   | 08/27             | Total | Cost |
|--|-----------------------------|----------|------|-------------|-------------------|-------|------|
| 1  | M-F 6a News<br>TWT...       | 02       | 1000 | 30<br>Comme | Nbr of Spots<br>3 | 3     | 3000 |
| 2  | M-F 7a Today Show<br>TWT... | 02       | 1400 | 30<br>Comme | Nbr of Spots<br>3 | 3     | 4200 |
| <b>Weekly Totals:</b> Total Spots(Ord Spots) |                             |          |      |             | 6                 | 6     |      |

Grand Totals

|               |      |                         |  |
|---------------|------|-------------------------|--|
| <b>Totals</b> |      | <b>Month 9 Weeks: 5</b> |  |
| Spots         | 6    |                         |  |
| Cost          | 7200 |                         |  |

Grand Totals:

|                     |          |
|---------------------|----------|
| <b>Spots:</b>       | 6        |
| <b>Gross Total:</b> | 7,200.00 |
| <b>Commission:</b>  | 1,080.00 |
| <b>Net Total:</b>   | 6,120.00 |



**WFLA-TV**  
A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 228-8888  
Fax (813) 221-5787

**INVOICE / AFFIDAVIT**

48825  
McLaughlin & Associates - NY  
566 South Route 303  
BLAUVELT NY 10913

REP: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV: Connie Mack/ R/ Senate/ FL  
PROD: Frnds Of Connie Mack

2012  
INVOICE DATE 09/30/12 E: 120827001  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100032698  
PAGE 1 BROADCAST MONTH 08/27/2012 - 09/30/12  
SCHEDULE DATES 8/27/12- 9/02/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS

REF#: . / . /432  
Desc: 06297439

| SCHEDULE                          |         | ACTUAL BROADCAST |   | RECONCILIATION                |                      |
|-----------------------------------|---------|------------------|---|-------------------------------|----------------------|
| DESCRIPTION                       | PRICE   | RT/SS# PER       | DATE DAY TIME LENGTH M/G FOR PRODUCT DESCRIPTION  | PRICE                         | REMARKS DEBIT/CREDIT |
| M-F 6a News                       | 1000.00 | 1 3              | *WFLA :30 Commercial<br>8/28 TU 06:43A 30 CMFR0823H<br>8/29 WE 06:29A 30 CMFR0823H<br>8/30 TH 06:29A 30 CMFR0823H | 1000.00<br>1000.00<br>1000.00 |                      |
| M-F 7a Today Show                 | 1400.00 | 2 3              | *WFLA :30 Commercial<br>8/28 TU 07:56A 30 CMFR0823H<br>8/29 WE 07:56A 30 CMFR0823H<br>8/30 TH 07:56A 30 CMFR0823H | 1400.00<br>1400.00<br>1400.00 |                      |
| Total Airtime Gross Spot Revenue: |         |                  | 7,200.00  |                               |                      |

PERIOD COST 7,200.00

6 Total Units  
ACTUAL GROSS BILLING 7,200.00  
AGENCY COMMISSION 1,080.00  
NET DUE 6,120.00  
SUB-TOTALS Debits .00 Credits .00  
TOTAL RECONCILING .00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601



ADVERTISER PRODUCT  
Connie Mack/ R/ Senate/ FL Frnds Of Connie Mack

INVOICE NUMBER 0100032698  
BROADCAST MONTH 08/27/2012 - 09/30/12  
AMOUNT DUE 6,120.00

REMIT TO:

\*00227

000048825  
McLaughlin & Associates - NY  
566 South Route 303  
BLAUVELT NY 10913

WFLA-TV  
REMITTANCE PROCESSING CENTER  
P.O. BOX 26425  
RICHMOND VA 23260-6425



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